

03<sup>rd</sup> February 2025

To,  
**Listing Compliances**  
**BSE Limited**  
P.J. Towers, Dalal Street,  
Fort, Mumbai – 400 001.

**Script Code : 542866**  
**Script Id : COLABCLOUD**

Dear Sir/Madam,

**Ref: Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.**

**Sub: Outcome of Board Meeting held for Launching a Dedicated E-Commerce Marketplace for Sports and Fitness.**

Meeting Commenced on 3.00 p.m.  
Meeting Concluded on 4.00 p.m.  
Venue #202, Takshashila Building, Samant Estate, Goregaon (East),  
Mumbai – 400 063.

This is to inform to the exchange that the Board of Directors at their meeting held on 03<sup>rd</sup> February 2025 have considered and approved the following business matter:

- 1. To make strategic investment of up to INR 100 million to develop a dedicated e-commerce marketplace for sports and fitness products.**

We are enclosing herewith Press Release dated 03<sup>rd</sup> February 2025 for further details.

You are requested to take the above cited information on your record.

Thanking You.

**For Colab Cloud Platforms Limited**

DEEPIKA  
MILAN  
UNDHAD  
Date: 2025.02.03  
16:16:54 +05'30'

Digitally signed by  
DEEPIKA MILAN  
UNDHAD

**Deepika Undhad**  
**Company Secretary and Compliance Officer**  
**Membership No: A41244**

**Encl: as above**

**PRESS RELEASE**

**Colab Cloud Platforms Limited Invest up to INR 100 million to Launch a Dedicated E-Commerce Marketplace for Sports and Fitness**

**New Delhi, February 03, 2025** – Colab Cloud Platforms Limited has announced a strategic investment of up to INR 100 million to develop a dedicated e-commerce marketplace for sports and fitness products. This initiative aligns with the company’s commitment to leveraging advanced technology to enhance user experiences and drive growth in high-potential industries.

The upcoming platform will serve as a one-stop destination for sports and fitness enthusiasts, offering a comprehensive range of goods, including equipment, apparel, accessories, and other related products. With India emerging as a prominent global player in the fitness and wellness industry, this marketplace aims to provide seamless access to high-quality products catering to athletes, fitness professionals, and health-conscious consumers.

Speaking on the investment, **Mr. Puneet Singh, Managing Director of Colab Cloud Platforms Limited**, stated, *“Our decision to invest in this e-commerce marketplace is driven by the need for a sports focused market place in India. The Indian sports / fitness goods and apparels market are leading the way, expected to double in value to \$58 billion by 2030, driven by a rising fitness culture and increased discretionary spending. This rapid expansion is fuelled by an increasing focus on health and wellness, government initiatives promoting sports, and the rising influence of global fitness trends. Online shopping is emerging as the most preferred channel for purchasing sports goods, equipment, and merchandise due to its convenience, wider product selection, and competitive pricing.”*

The platform will integrate advanced technologies such as AI-driven product recommendations, data analytics for personalized experiences, and a user-friendly interface to ensure a seamless shopping journey.

By catering to a wide audience, from professional athletes to fitness enthusiasts and beginners, the new e-commerce marketplace will contribute to the overall growth of India's sports and fitness ecosystem. It will also offer opportunities for Indian manufacturers, startups, and brands to showcase their products to a nationwide audience, further fostering innovation and entrepreneurship in the sector.

**About Colab Cloud Platforms Ltd.:** Colab Cloud Platforms Limited has been delivering innovative technological solutions across various sectors, leveraging its expertise in advanced technologies to drive growth and enhance user experiences. Colab Cloud Platforms Ltd. is dedicated to providing customized, technology-based processing solutions that help clients achieve their objectives and exceed expectations. Recognizing India's rapid emergence as a global technology hub, Colab Cloud harnesses the nation's diverse and talented professionals to contribute significantly to the development of the professional community.

For more information about Colab Cloud Platforms Ltd. and our services, please visit our website [www.colabcloud.in](http://www.colabcloud.in) or our social handles.



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